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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	78529821
Applicant	Hansen Beverage Company
Applied for Mark	JOKER MAD ENERGY
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Date	11/20/2006

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Applicant	:	Hansen Beverage Company
Serial No.	:	78/529,821
Filed	:	December 9, 2004
Mark	:	JOKER MAD ENERGY
Examining Attorney	:	Tasneem Hussain
Law Office	:	105

**APPLICANT'S APPEAL BRIEF**

Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, VA 22313-1451

ATTN: TTAB - NO FEE

Dear Sir or Madam:

**I. INTRODUCTION**

Pursuant to a timely Notice of Appeal filed August 14, 2006, Applicant Hansen Beverage Company has appealed the Trademark Examining Attorney's final refusal to register Applicant's mark JOKER MAD ENERGY. The basis for the refusal is the Examining Attorney's belief that Applicant's mark, when used in connection with Applicant's goods, so resembles the marks shown in U.S. Reg. Nos. 1248571, 1554967, and 2521457 as to be likely to cause confusion, mistake, or to deceive under Section 2(d) of the Trademark Act. Applicant submits that no

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likelihood of confusion exists between its mark and the cited mark, and respectfully requests that the Trademark Trial and Appeal Board reverse the refusal.

## **II. RECITATION OF FACTS**

Applicant seeks registration of the mark JOKER MAD ENERGY on the Principal Register for use in connection with “beverages, namely, carbonated and non-carbonated energy drinks, excluding fruit drinks and fruit juices,” in International Class 32.

In the first Office Action, dated July 19, 2005, the Examining Attorney refused registration of Applicant’s mark under Section 2(d) of the Trademark Act Section, 15 U.S.C. § 1052(d), on the ground that Applicant’s mark JOKER MAD ENERGY, when used in connection with the identified goods, was likely to be confused with the marks shown in U.S. Reg. Nos. 1248571, 1554967, 2521457, and 2258365. The Examining Attorney also required an amendment to the identification of goods, and a disclaimer of the wording “ENERGY” apart from the mark as shown.


On January 19, 2006, Applicant filed a response to the first Office Action, amending the identification of goods and presenting arguments against the Section 2(d) refusals and the disclaimer requirement.

The Examining Attorney issued a Final Office Action on February 13, 2006, which accepted the amended identification of goods, withdrew the refusal based on Registration No. 2258365, but made final the three Section 2(d) refusals with respect to Reg. Nos. 1248571, 1554967, and 2521457, as well as the requirement for a disclaimer of “ENERGY.” The Applicant agreed to the disclaimer of “ENERGY.”

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On August 14, 2006, Applicant filed its Notice of Appeal, which was accompanied by a Request for Reconsideration. The Examining Attorney denied the Request for Reconsideration on September 6, 2006, and this appeal followed.

### **III. STATEMENT OF ISSUES**

The only issue before the Board in this appeal is whether there is a likelihood of confusion between Applicant's mark JOKER MAD ENERGY applied to "beverages, namely, carbonated and non-carbonated energy drinks, excluding fruit drinks and fruit juices," and the following registrations: JOKER applied to "fruit juices;"  applied to "fruit drinks and fruit juices;" and JOKER applied to "beers, mineral and aerated waters, and soft drinks; fruit drinks and fruit juices, nectar, juices with pulp, fruit concentrate, fruit juices based on concentrate and powders for making beverages."

### **IV. NO LIKELIHOOD OF CONFUSION EXISTS**

#### **A. Relevant Factors In Determining Likelihood Of Confusion**

"The fundamental inquiry mandated by Section 2(d) goes to the cumulative effect of differences in the essential characteristics of the goods and differences in the marks." Federated Foods, Inc. v. Fort Howard Paper Co., 192 U.S.P.Q. 24, 29 (C.C.P.A. 1976). However, as enumerated in In re E. I. DuPont de Nemours & Co., 177 U.S.P.Q. 563, 567 (C.C.P.A. 1973), there are many factors that may be relevant to the likelihood of confusion analysis. Moreover, "[n]ot all of the DuPont factors may be relevant or of equal weight in a given case, and 'any one of the factors may control a particular case.'" In re Majestic Distilling Co., 65 U.S.P.Q.2d 1201, 1204 (Fed. Cir. 2003) (quoting In re Dixie Rests., Inc., 41 U.S.P.Q.2d 1531, 1533 (Fed. Cir. 1997)).

Applicant respectfully submits that, as discussed below, the most important factors in the present case are (1) the dissimilarities between the marks in sound, appearance, meaning, and

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commercial impression; and (2) the dissimilarities between the goods, relevant consumers, and channels of trade.

**B. The Marks are Dissimilar**

Applicant's JOKER MAD ENERGY mark is significantly different from the cited JOKER marks. The Examining Attorney has not given due consideration to these differences. In the first Office Action, dated February 13, 2006, the Examining Attorney stated categorically that "[t]he mere addition of a term to a registered mark does not obviate the similarity between the marks nor does it overcome a likelihood of confusion under Section 2(d)." This sweeping statement, however, is incorrect as a matter of law, for "[a] per se rule based on a single fact would be improper and inconsistent with §2(d) of the Lanham Act." Interstate Brands Corp. v. Celestial Seasonings, Inc., 198 U.S.P.Q. 151, 153 (C.C.P.A. 1978); see also T.M.E.P. § 1207.01 ("There is no mechanical test for determining likelihood of confusion. . . . Each case must be decided on its own facts."). While the addition of a term or terms to a registered mark may not avoid a likelihood of confusion under certain circumstances, it may indeed preclude likelihood of confusion under different circumstances. Whether such an addition prevents a likelihood of confusion depends upon the facts of the case, including the nature of the matter in common and the matter added, the relatedness of the goods, marketing channels, etc.

Applicant's mark, JOKER MAD ENERGY, considered in its entirety, is not likely to be confused with the marks in the cited registrations. In addition to the obvious differences between the marks, Applicant's mark creates a very different commercial impression on consumers than that of Registrant's marks, because the additional words create a different sound, appearance, and meaning as between Applicant's and Registrant's marks.

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The Examining Attorney has improperly discounted the words “MAD ENERGY” as not creating a distinct enough commercial impression. To the contrary, JOKER MAD ENERGY has a very distinct commercial impression as compared to JOKER. The word “MAD” has a variety of definitions, including “wildly excited,” “furious,” “wildly merry,” “crazy,” and “with great impulsiveness, enthusiasm, and energy.” See the attached dictionary evidence from dictionary.com, from the Random House Unabridged Dictionary, 2006. So while both Applicant’s and Registrant’s marks share the term “JOKER,” Applicant’s marks contain two additional terms, “MAD ENERGY,” that serve to create a whole new meaning, suggesting that Applicant’s JOKER beverage is wild and crazy (“mad”) with energy. Moreover, the word “MAD” has prevalent usage in American slang, meaning “a lot” or “extremely.” See the attached evidence from the Urban Dictionary, published by Andrews McMeel (2005). Thus, Applicant’s JOKER MAD ENERGY mark also has an edgy street connotation, based on this slang usage of “MAD.” Consumers who encounter JOKER MAD ENERGY compared to JOKER or  in the marketplace would be imprinted with entirely different commercial impressions, and hence would not confuse the marks.

Moreover, the additional wording added to Applicant’s mark significantly changes its meaning in comparison to Registrant’s marks. Disclaimed matter does not disappear from the mark as a whole. The consuming public sees JOKER MAD ENERGY, not JOKER MAD. “ENERGY” suggests a quality of Applicant’s goods – that it will give the consumer energy. This addition alone creates a meaning different than Registrant’s “JOKER.” But Applicant’s mark is even further differentiated from Registrant’s marks because of the added term “MAD.” Thus the meaning is not “JOKER,” but JOKER with MAD ENERGY. Overall, the additional two terms in

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Applicant's mark make the meaning of the mark different from the meaning of Registrant's marks, and averts a likelihood of confusion.

JOKER MAD ENERGY is also significantly different visually from JOKER such to obviate a likelihood of confusion. Because of the distinguishable length and nature of Applicant's mark, it is dissimilar in appearance from Registrant's mark.

Contrary to the cases cited by the Examining Attorney, courts in many instances have held that marks identical in part to other marks were not confusingly similar, even when used in connection with similar goods. See Mr. Hero Sandwich Systems, Inc. v. Roman Meal Co., 781 F.2d 884, 228 U.S.P.Q. 364 (Fed. Cir. 1986) (holding ROMAN and ROMANBURGER, both for food products, not confusingly similar); see also Time, Inc. v. Petersen Pub. Co. L.L.C., 173 F.3d 113, 50 U.S.P.Q.2d 1474 (2d Cir. 1999) (finding no likelihood of confusion for TEEN and TEEN PEOPLE, both for magazines aimed at teenagers); Application of Ferrero, 479 F.2d 1395, 178 U.S.P.Q. 167 (C.C.P.A. 1973) (finding no confusion likely between TIC TAC and TIC TAC TOE). When viewed in their entireties, the marks at issue, which are dissimilar in appearance and are used distinguishable products, create different impressions and are not confusingly similar.

Conclusions regarding the likelihood of confusion under Trademark Act Section 2(d) cannot be based on only part of a mark. It has been held to be a violation of the anti-dissection rule to focus upon the "prominent" feature of a mark and decide likelihood of confusion solely upon that feature, ignoring all elements of the mark. Similarly, it is improper to find that one portion of a composite mark has no trademark significance, leading to a direct comparison between only that which remains. McCarthy on Trademarks and Unfair Competition, §23:41. The bottom line in this likelihood of confusion analysis is that JOKER is not the only element in Applicant's mark; MAD ENERGY cannot be ignored. A proper analysis of all the elements in

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Applicant's mark and Registrant's marks leads to the conclusion that the marks create significantly different impressions on consumers such that confusion is unlikely.

**C. The Marks Have Distinctive Meanings In Connection With Their Respective Goods**

The Examining Attorney has given too much weight to her conclusion that JOKER is the dominant element of the Applicant's marks and the cited marks, and that because it is the first term in Applicant's mark, it is the part that creates the greatest commercial impression. The Examining Attorney's conclusion that sharing the identical term JOKER creates a likelihood of confusion is erroneous. Applicant's and Registrant's marks have distinct meanings in connection with their respective goods which serves to eliminate a likelihood of confusion. As further discussed below, Applicant's drinks are targeted to 18-30 year-old males. With respect to Applicant's goods, the term JOKER MAD ENERGY suggests a wild, crazy, energetic prankster. With respect to Registrant's goods, targeted to health food enthusiasts, being primarily women for themselves and their children, the term JOKER suggests a lighthearted clown.

The Board has found no likelihood of confusion even for marks identical in sound and appearance and having closely related goods, where the marks have distinct meanings in connection with their respective goods. See, e.g., In re Sears, Roebuck and Co., 2 U.S.P.Q.2d 1312, 1314-1315 (TTAB 1987) (CROSS-OVER in connection with bras held not likely to be confused with CROSSOVER for ladies' sportswear, where the term was suggestive of the construction of applicant's bras, but was not susceptible to such a meaning in connection with ladies' sportswear, but rather could be interpreted as suggestive of clothing that "crosses over" the line between informal and more formal wear); In re British Bulldog, Ltd., 224 U.S.P.Q. 854, 856 (TTAB 1984) (PLAYERS for men's underwear held not likely to be confused with PLAYERS for shoes, since the term PLAYERS implies a fit, style, color and durability adapted to outdoor



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activities when applied to shoes, but "implies something else, primarily indoors in nature" when applied to men's underwear); In re Sydel Lingerie Co., Inc., 197 U.S.P.Q. 629, 630 (TTAB 1977) (BOTTOMS UP for ladies' and children's underwear held not likely to be confused with BOTTOMS UP for men's clothing, since the term connotes the drinking phrase "Drink Up" when applied to men's suits, coats and trousers, but does not have this connotation when applied to ladies' and children's underwear). Significantly, the Board found no confusion in each of the above cases despite the fact that the goods were of a type that emanated from a common source.

Applicant's energy drinks are functionally distinct from Registrant's fruit juices and beverages. Moreover, Applicant's mark is not identical to Registrant's marks and has a distinct connotation in connection with Applicant's goods (i.e., providing crazy and exuberant energy with the drink), whereas Registrant's goods are not susceptible to such a connotation. Finally, unlike the above cases, Applicant's and Registrant's marks in their entireties are different in sound and appearance, making consumer confusion even less likely. Thus, the numerous distinctions between Applicant's mark and the cited mark are sufficient to preclude a likelihood of consumer confusion in the instant case.

#### **D. The Goods are Not Related**

The Examining Attorney also incorrectly concludes that the goods are nearly identical. Applicant's goods are "beverages, namely, carbonated and non-carbonated energy drinks, excluding fruit drinks and fruit juices." Applicant's goods are high performance energy drinks, which supply a proprietary blend of potent ingredients, including caffeine, ginseng, guarana, taurine, and B vitamins. The cited registrations cover fruit juice drinks, soft drinks, water, and beer. In view of the dissimilarities between Applicant's and Registrant's products, Applicant submits that there is no likelihood of confusion.

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When considering relatedness of goods, the Board has emphasized the fact that goods were “different in nature; when sold in the same stores, would ordinarily be displayed in different sections thereof; [and] are not complementary or companion items” (British Bulldog, 224 U.S.P.Q. at 856); the fact that the goods “have different uses, and are normally sold in different sections of department stores” (Sears & Roebuck, 2 U.S.P.Q.2d at 1314); and the fact that the goods “would ordinarily be found in different areas or sections of .... stores” (Sydel Lingerie, 197 U.S.P.Q. at 630).

Applicant’s and Registrant’s goods are targeted to different consumers and through different marketing channels. The primary demographic for Applicant’s energy drinks is 18 to 30 year-old males. Applicant’s energy drinks are shelf-stable beverages that are not promoted as being “healthy” and do not contain perishable juice. To reach the 10 to 30 year-old male demographic, Applicant’s energy drinks are sold primarily in convenience stores and gas stations. Although you will find energy drinks in the soda aisles of grocery stores, that is not where most 18-30 year old males shop. Further, Applicant’s energy drinks would not be sold in the juice section of stores, nor stored in the refrigerated section of groceries.

By contrast, Registrant’s beverages’ salient quality is their healthfulness due to their 100% fruit juice content. Consumers would seek out Registrant’s beverages because of their healthy ingredients. Registrant’s perishable beverages would be sold in refrigerated aisles and in health food stores, and if it was packaged to be shelf-stable, it would be grouped with other natural products and fruit and vegetable juices, not with less-wholesome sports and energy drinks. Moreover, the healthful quality of Registrant’s juices presumably has an appeal to consumers such as 25-40 year old women and to children, not 18-30 year-old males. Applicant’s and Registrant’s

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goods are marketed to different consumers with very different interests and purposes, and they do not operate in the same trade channels.

The Examining Attorney also asserts that, due to the related nature of the goods, Applicant's goods fall into Registrant's normal field of expansion. Based on Registrant's static use of its JOKER mark over a long period of time, this assertion is also incorrect. The cited marks were registered in 1983 (fruit juices), 1989 (fruit drinks and fruit juices), and 2001 (beers, mineral and aerated waters, and soft drinks; fruit drinks and fruit juices, nectar, juices with pulp, fruit concentrate, fruit juices based on concentrate and powders for making beverages). All the marks were registered under Trademark Act Section 44(e). Registrant's oldest registration for JOKER is based on a foreign registration obtained in 1980, Registration No. 1,248,571. Registrant's marks have been used for a long time on fruit juices, and allegedly, water and beer. In all these years, Registrant has not sought to expand into the energy drink market. To Applicant's knowledge, Registrant has only ever used its marks on fruit juices. Even assuming Registrant also sells beer and waters, Registrant has not expanded its use. This evidence that the Registrant has remained static and not expanded during the past 25 years into the energy drink market means that Registrant is not entitled to a "natural field of expansion." In addition, courts have increasingly restricted and rejected the theory of a zone of natural expansion. 4 McCarthy §26:23. As such, the Examining Attorney's conclusion that the goods are related cannot be supported.

Moreover, consumers would not view the sources of Applicant's and Registrant's goods as being the same, or being within each others' zones of expansion. A purveyor of healthy products would not use the same mark to sell an energy drink. As such, consumers do not presume that the sources of energy drinks and healthful fruit juice beverages would be the same.

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Since likelihood of confusion is determined from the standpoint of the average consumer, the relevant inquiry under the “Expansion of Trade Doctrine” (see, T.M.E.P. 1207.01(a)(v)) is whether, upon encountering the Applicant’s energy drinks marketed under the JOKER MAD ENERGY mark, an average consumer would believe that they originated from the Registrant’s product line of healthy beverages marketed under the JOKER mark. See, In re General Motors Corp., 196 USPQ 574, 575 (TTAB 1977). The fundamental differences between the Applicant’s energy drinks and the Registrant’s healthy beverages in combination with the distinct connotations of the marks makes it unlikely that an average consumer would be confused as to the origin of either class of goods.

## **V. CONCLUSION**

In performing any likelihood of confusion analysis, it is essential to remember that likelihood of confusion “is synonymous with ‘probable’ confusion – it is not sufficient if confusion is merely ‘possible.’” McCarthy, supra, § 23:3. Or, as the Court of Appeals for the Federal Circuit has put it, “[w]e are not concerned with mere theoretical possibilities of confusion, deception, or mistake or with de minimis situations but with the practicalities of the commercial world, with which the trademark laws deal.” Elec. Design, 21 U.S.P.Q.2d at 1391 (quoting Witco Chem. Co. v. Whitfield Chem. Co., 164 U.S.P.Q. 43, 44-45 (C.C.P.A. 1969)). The Court of Appeals for the Second Circuit has stated that although likelihood of confusion does not require that all consumers be confused or deceived, it requires that “many customers” be misled. Scarves by Vera, Inc. v. Todo Imports Ltd. (Inc.), 192 U.S.P.Q. 289, 295 (2d Cir. 1976).

Applicant respectfully submits that, given (1) the dissimilarities between the marks in sound, appearance, meaning, and commercial impression; and (2) the dissimilarities between the goods, relevant consumers, and channels of trade, it is simply not probable that any appreciable number of

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careful consumers will be confused. Accordingly, Applicant respectfully requests that the Board reverse the Examining Attorney's refusal.

Respectfully submitted,

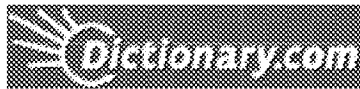
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Dated: \_\_\_\_\_

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mad

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# 15 results for: *mad*

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**mad** [mad] [Pronunciation Key](#) - [Show IPA Pronunciation](#) *adjective*, mad·der, mad·dest, *noun*, verb, mad·ded, mad·ding.

-*adjective*

1. mentally disturbed; deranged; insane; demented.
2. enraged; greatly provoked or irritated; angry.
3. (of animals)
  - a. abnormally furious; ferocious: *a mad bull*.
  - b. affected with rabies; rabid: *a mad dog*.
4. extremely foolish or unwise; imprudent; irrational: *a mad scheme to invade France*.
5. wildly excited or confused: frantic: *mad haste*.
6. overcome by desire, eagerness, enthusiasm, etc.; excessively or uncontrollably fond; infatuated: *He's mad about the opera*.
7. wildly gay or merry; enjoyably hilarious: *to have a mad time at the Mardi Gras*.
8. (of wind, storms, etc.) furious in violence: *A mad gale swept across the channel*.

-*noun*

9. an angry or ill-tempered period, mood, or spell: *The last time he had a mad on, it lasted for days*.

-*verb (used with object)*

10. *Archaic*. to make mad.

-*verb (used without object)*

11. *Archaic*. to be, become, or act mad.

—*Idioms*

12. like mad, *Informal*. with great haste, impulsiveness, energy, or enthusiasm: *She ran like mad to catch the bus*.
13. mad as a hatter, completely insane.

[Origin: bef. 900; ME *mad* (adj.), *madden* (intrans. v., deriv. of the

adj.); OE *gemæd(e)d*, ptp. of *\*gemædan* to make mad, akin to *gemād* mad, foolish; c. OS *gemēd*, OHG *gimeit* foolish]

—*Synonyms* 1. lunatic, maniacal, crazed, crazy. 2. furious, exasperated, raging, wrathful, irate. 4. ill-advised; unsafe, dangerous, perilous. MAD, CRAZY, INSANE are used to characterize wildly impractical or foolish ideas, actions, etc. MAD suggests senselessness and excess: *The scheme of buying the bridge was absolutely mad.* In informal usage, CRAZY suggests recklessness and impracticality: *a crazy young couple.* INSANE is used with some opprobrium to express unsoundness and possible harmfulness: *The new traffic system is simply insane.* 5. frenzied.

—*Antonyms* 4. sensible, practical; sound, safe.

—*Usage note* MAD meaning “enraged, angry” has been used since 1300, and this sense is a very common one. Because some teachers and usage critics insist that the only correct meaning of MAD is “mentally disturbed, insane,” MAD is often replaced by *angry* in formal contexts: *The President is angry at Congress for overriding his veto.*

*Dictionary.com Unabridged (v 1.0.1)*

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**MAD** [mad] [Pronunciation Key](#) - [Show IPA Pronunciation](#)

—*noun*

MUTUAL ASSURED DESTRUCTION.

*Dictionary.com Unabridged (v 1.0.1)*

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**mad.**

madam.

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**Mutual Assured Destruction**

a U.S. doctrine of reciprocal deterrence resting on the U.S. and Soviet Union each being able to inflict unacceptable damage on the other in retaliation for a nuclear attack.

Also called **MAD**.

*Dictionary.com Unabridged (v 1.0.1)*

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American Heritage Dictionary – Cite This Source**mad** (məd) [Pronunciation Key](#)  **adj.** mad · der, mad · dest

1. Angry; resentful. See Synonyms at [angry](#).
2. Suffering from a disorder of the mind; insane.
3. Temporarily or apparently deranged by violent sensations, emotions, or ideas: *mad with jealousy*.
4. Lacking restraint or reason; foolish: *I was mad to have hired her in the first place*.
5. Feeling or showing strong liking or enthusiasm: *mad about sports*.
6. Marked by extreme excitement, confusion, or agitation; frantic: *a mad scramble for the bus*.
7. Boisterously gay; hilarious: *had a mad time*.
8. Affected by rabies; rabid.

**tr. & intr.v.** mad · ded, mad · ding, mads

To make or become mad; madden.



**Idioms:****like mad** *Informal*.

1. Wildly; impetuously: *drove like mad*.
2. To an intense degree or great extent: *worked like mad; snowing like mad*.

**mad as a hatter**

Crazy; deranged.

[Middle English, from Old English *gemædde*, past participle of \**gemædan*, *to madden*, from *gemæd*, *insane*. See *mei-*<sup>1</sup> in Indo-European Roots.]

**mad'**dish *adj.**(Download Now or Buy the Book)**The American Heritage® Dictionary of the English Language, Fourth Edition**Copyright © 2000 by Houghton Mifflin Company.**Published by Houghton Mifflin Company. All rights reserved.*American Heritage Dictionary – Cite This Source**MAD** (məd) [Pronunciation Key](#)  **abbr.**

mutual assured destruction.

*(Download Now or Buy the Book)**The American Heritage® Dictionary of the English Language, Fourth Edition**Copyright © 2000 by Houghton Mifflin Company.*



American Heritage Dictionary – Cite This Source**mutual assured destruction***n.*

Severe, unavoidable reciprocal damage that superpowers are likely to inflict on each other or their allies in a nuclear war, conceived as the heart of a doctrine of nuclear deterrence.

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*The American Heritage® Dictionary of the English Language, Fourth Edition*

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American Heritage Dictionary of Idioms – Cite This Source**mad**

In addition to the idioms beginning with mad, also see crazy (mad); about; drive someone crazy (mad); hopping mad; like crazy (mad); stark raving mad.

*The American Heritage® Dictionary of Idioms by Christine Ammer.*

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*Mifflin Company.*

American Heritage Stedman's Medical Dictionary – Cite This Source**mad (mæd)***adj.*

1. Angry; resentful.
2. Suffering from a disorder of the mind; insane.
3. Affected by rabies; rabid.

*The American Heritage® Stedman's Medical Dictionary*

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*Houghton Mifflin Company.*

Investopedia – Cite This Source**MAD**

In currencies, this is the abbreviation for the Moroccan Dirham.

**Investopedia Commentary**

The currency market, also known as the Foreign Exchange market, is the largest financial market in the world, with a daily average volume of over US \$1 trillion.

See also: Currency, FOREX, Hard Currency, Money

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Merriam-Webster's Medical Dictionary – Cite This Source

Main Entry: mad

Pronunciation: 'mad

Function: *adjective*

Inflected Forms: mad · der; mad · dest

1 : arising from, indicative of, or marked by mental disorder

2 : affected with rabies : RABID

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mad

adj 1 : roused to anger; "stayed huffy a good while"– Mark Twain; "she gets mad when you wake her up so early"; "mad at his friend"; "sore over a remark" [syn: huffy, sore] 2: affected with madness or insanity; "a man who had gone mad" [syn: brainsick, crazy, demented, distracted, disturbed, sick, unbalanced, unhinged] 3: marked by uncontrolled excitement or emotion; "a crowd of delirious baseball fans"; "something frantic in their gaiety"; "a mad whirl of pleasure" [syn: delirious, excited, frantic, unrestrained] 4: very foolish; "harebrained ideas"; "took insane risks behind the wheel"; "a completely mad scheme to build a bridge between two mountains" [syn: harebrained, insane]

*WordNet ® 2.0, © 2003 Princeton University*

Free On-line Dictionary of Computing – Cite This Source

mad

<language> 1. Michigan Algorithm Decoder.

2. A data flow language.

["Implementation of Data Structures on a Data Flow Computer", D.L. Bowen, Ph.D. Thesis, Victoria U Manchester, Apr 1981].

(1999–12–10)

*The Free On-line Dictionary of Computing, © 1993–2005 Denis Howe*

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mad

MAD: in Acronym Finder

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A B C D E F G H I J K L M N O P Q R S T U V W X Y Z # random

LZ MA MB MC

mactop  
mactor  
Mactown  
mactree  
mactress  
Mactwat  
macum  
macungah  
MACVSOG  
macwanker  
macwhiskeyson  
macwhore  
MacWidow  
MacWizard  
macy  
Macy Gray  
Macy Kennedy  
Macyh  
macys day parade  
Macyte

#### mad

Mad A  
mad agony in  
'disdress'  
mad air  
mad aleck  
mad amounts  
mad ape den  
Mad as a box of frogs  
mad as a cut snake  
Mad As a Hatter  
Mad as a hornet  
Mad as a March hare.  
mad as a sheep  
mad ass  
MAD AT THAT  
mad awk sitch  
mad axes  
mad bank  
mad bills  
Mad Bitch  
Mad blessings  
mad boings  
Mad Bomber  
mad boner  
Mad Booby Action  
mad boots  
mad brews  
mad bull  
mad buns  
mad burnt  
Mad butcher

**mad** angry crazy pissed upset cool insane pissed off nuts mental sad  
annoyed hella awesome sick wicked anger furious shit happy wild  
silly bonkers lunatic mazad stupid heated salty sweet weird awesome  
depressed drunk foolish frustrated funny hot nutty rad radical rage  
ticked off violent alot amazing bitch bitchy dippy grumpy irritated livid

### 1. mad

226 up, 13 down

Most predominantly used in the greater New York area, "mad" is an appropriate replacement for Northern California's "hella" and Boston's "wicked." In the common vernacular, it translates into "a lot" or "extremely." Can be used almost interchangeably with any of the above listed words.

For the most part, it means angry.

*It's mad hot today.*

*She has mad problems.*

by SVex Jan 17, 2005 email it

### 2. mad

180 up, 39 down

1: really or extremely  
2: alot

*"That kids mad cool"*

*"i got mad money"*

by sarah Apr 2, 2003 email it

### 3. mad

62 up, 10 down

(adj.) an adjective used to enhance a noun.

*1- dude, you got skills.*

*2- dude, you got mad skills.*

by will holland Jan 17, 2004 email it

### 4. Mad

46 up, 24 down

1. Crazy

2. Angry

3. Extremely, very, a large quantity



1. Are you mad?

2. Why are you so mad, you ain't had to hit him.

3. Yo I his car has is pumpin' mad bass

by ac Jul 14, 2004 email it

## 5. Mad



 32 up, 18 down 

acronym for Mutual Assured Destruction, a theory that states that a nation wouldn't begin a nuclear war because the opposing nation would destroy them in retaliation.

*MAD may very well have saved all our asses from a nuclear holocaust on several occasions.*

by Shawn E. Nov 6, 2003 email it

## 6. mad

 22 up, 12 down 

really a lot

crazy good



*"So how'd you like the concert?"*

*"Oh it was mad good."*

*"Yeah I know. Usher is mad hot!"*

by amaran Jan 20, 2004 email it

## 7. mad

 13 up, 5 down 



Title of a satirical magazine and subsequent television show that pokes fun at the media and current events.

*My mom better not throw away my old issues of MAD magazine.*

tags mad magazine funny spoof satirical

by beto chapa Mx/Us Oct 7, 2005 email it

## 8. Mad

 13 up, 6 down 

excessive, numerous.

*That kid gets mad girlies; women flock to him.*

by Jimmy Williams Apr 28, 2003 email it

## 9. mad



 4 thumbs up 

Australian term for awesumness,cool,crazy fun,kewl, fantastic, sick!

*"how mad was that???"*

tags cool awesumenss crazy fun awesome kewl  
by madperson Australia Nov 17, 2005 email it

## 10. MAD

 **23** up, **20** down 

Acronym: Mutually Assured Destruction

by Anonymous Jul 3, 2003 email it

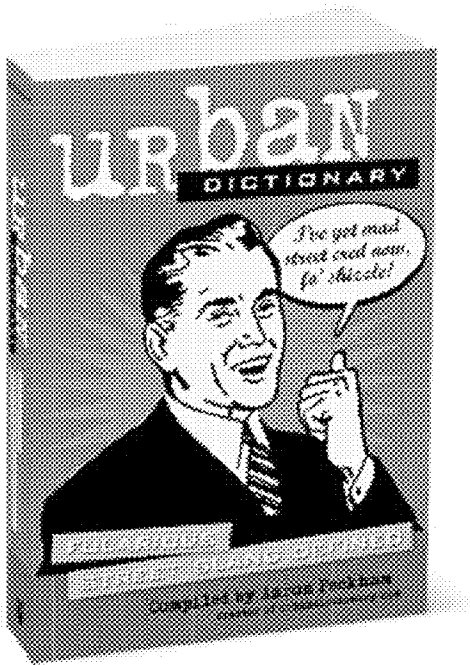
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- **communicate** - to chat with someone in the same room via instant messaging service instead of in person
- **business provocative** - attire used to provoke sexual attention in the workplace
- **dandruff** - a person who "flakes out" and ditches their friends
- **ringtone DJ** - an annoying person who shuffles through all of their ringtones incessantly
- **ginormous** - the combination of gigantic and enormous

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